

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BIC1014- INFORMATION SYSTEMS CONCEPTS

(All Sections / Groups)

18 October 2016
09:00am – 11:00am
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of **TWO (2)** pages with **FIVE (5)** questions only.
2. Attempt **only FOUR (4) out of FIVE (5)** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the **Answer Booklet** provided.

Attempt **FOUR (4)** out of **FIVE (5)** questions.

QUESTION 1

- a) Describe the **SIX (6)** strategic business objectives that business firms intend to achieve when they invest in information systems. Provide **ONE (1)** real life example for each of the business objective described.
(18 marks)
 - b) Differentiate among e-business, e-commerce, and e-government.
(3 marks)
 - c) Briefly describe the functions of Management Information System to middle managers.
(4 marks)
- (Total: 25 marks)

QUESTION 2

As businesses are becoming more challenging with intense competition within the industry, your friend is seeking your advice to provide solutions to ensure his bakery business remain competitive in the market. You have advised your friend to look into Porter's competitive forces model and suggested that information technology and information systems should be utilized to improve the business.

- a) State the **FIVE (5)** competitive forces from Porter's model.
(5 marks)
 - b) Brief your friend by providing **FOUR (4)** strategies enabled by information systems that deal with the competitive forces. Provide **ONE (1)** example for each proposed strategy.
(12 marks)
 - c) Your friend has decided to make use of the Internet to source for suppliers and also attract more customers. You wish to warn your friend of the Internet challenges to privacy. Provide and explain **TWO (2)** Internet technologies that causes privacy concern.
(8 marks)
- (Total: 25 marks)

Continued....

QUESTION 3

- a) Define Cloud Computing. Provide the descriptions of **THREE (3)** different types of cloud computing services.

(15 marks)

- b) Data mining is more discovery-driven. Data mining provides insights into corporate data that cannot be obtained with OLAP by finding hidden patterns and relationships in large databases and inferring rules from them to predict future behavior. The patterns and rules are used to guide decision-making and forecast the effect of those decisions. Define the **FIVE (5)** types of information obtainable from data mining.

(10 marks)

(Total: 25 marks)

QUESTION 4

- a) List the **FOUR (4)** defining features of Web 2.0. Briefly describe **TWO (2)** technologies and services provided by Web 2.0.

(6 marks)

- b) How is Web 2.0 different from Web 3.0?

(6 marks)

- c) Discuss why wireless networks are more susceptible to security problems and how businesses can protect them.

(13 marks)

(Total: 25 marks)

QUESTION 5

- a) The growth of e-commerce over the past few years has been remarkable. List and briefly describe **FIVE (5)** ways Internet/Web technologies have been driving the rapid growth of e-commerce.

(15 marks)

- b) Business intelligence analytics when utilized effectively can deliver accurate, real-time information for decision makers. For each of the business intelligence analytics below, describe what each analytics is used for:

- i. Predictive analytics

(5 marks)

- ii. Big Data

(5 marks)

(Total: 25 marks)

End of Paper.